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(71) Applicant (for all designated States except US): PROFOUND BEAUTY INC. [US/US]; 32-02 Queens Boulevard, Long Island City, NY 11101 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): SALEM, Robert [US/US]; 31 W. 16th Street, Apt.1, New York, NY 10011

(US). SANDULACHE, Doina [US/US]; 92 Westminster Drive, Yonkers, NY 10710 (US). LAGUARDIA, Maria, Iliopoulos [CA/US]; 945 West End Avenue, Apt. 7G, New York, NY 10025 (US).

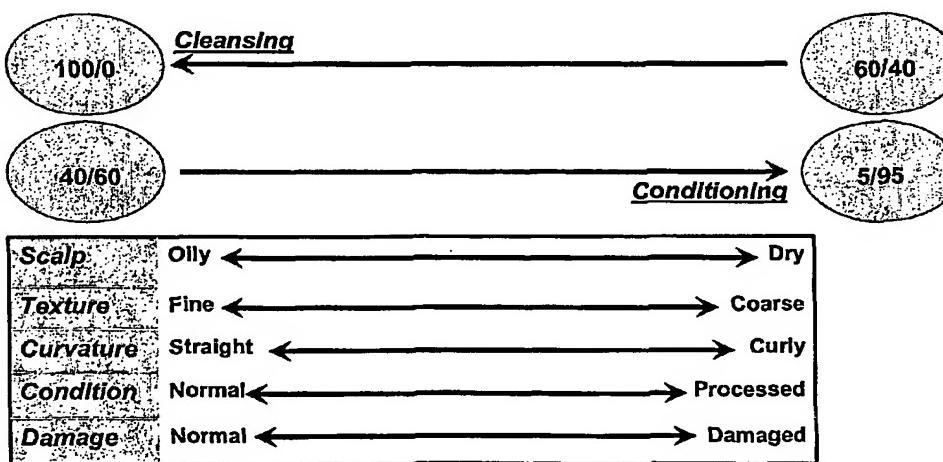
(74) Agents: GULBIN, John, F. et al.; Pitney Hardin LLP, 7 Times Square, New York, NY 10036-7311 (US).

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[Continued on next page]

(54) Title: A PROPORTIONAL METHOD FOR DIAGNOSING AND APPROPRIATELY CLEANSING AND CONDITIONING HAIR, A METHOD FOR MAINTAINING THE INTEGRITY OF A HAIR CUT OR STYLE BETWEEN SALON VISITS AND KITS FOR PRACTICING THE METHODS



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(57) Abstract: A method for diagnosing and appropriately cleansing and conditioning hair includes steps of evaluating characteristics of the hair and scalp and cleansing and conditioning the hair with a shampoo and a conditioner selected from a kit having a plurality of shampoos and conditioners based upon the results of the evaluations. The shampoos and conditioners in the kit include graduated amounts of surfactants and conditioning polymers, so that a shampoo and a conditioner most suitable for a specific hair and scalp may be selected and used.



FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,
SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
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(54) Title: METHOD FOR DIAGNOSING AND APPROPRIATELY CLEANSING, CONDITIONING AND STYLING THE HAIR

(57) Abstract: A method for diagnosing and appropriately cleansing and conditioning hair includes steps of evaluating characteristics of the hair and scalp and cleansing and conditioning the hair with a shampoo and a conditioner selected from a kit having a plurality of shampoos and conditioners based upon the results of the evaluations. The shampoos and conditioners in the kit include graduated amounts of surfactants and conditioning polymers, so that a shampoo and a conditioner most suitable for a specific hair and scalp may be selected and used. A method of styling the hair with a kit of styling aids having as active component a polymeric complex including a film former, a static discharger and a volumizing resin.